

URBAN DESIGN

Overview

The appearance of the District should evoke historical significance for the residents of the area, and at the same time create interest that has regional appeal. This can be accomplished by following a general urban design framework that ensures new development is compatible with the style and scale of the surrounding historic buildings. These guidelines also indicate desirable building orientation and the style and placement of design elements such as lighting, landscaping, furniture, and other streetscape improvements. Good design and economic feasibility are not



This type of mixed-use building, combining retail stores at street level and office or residential on the upper floors, could be located within the District.

mutually exclusive elements. They provide unique opportunities for the developer, designer, and the City of Fort Worth. Urban design guidelines can provide a marketable image and design theme, and development continuity. The guidelines can maintain and enhance property values because they make sure that developments will be consistently evaluated, and hopefully, well designed.

The Evans & Rosedale Advisory Committee and the urban design focus group generated broad urban design guidelines as part of the

July 2000 community workshop. What follows are the recommended guidelines to help direct building construction, rehabilitation, and design to support economic development and revive the area's cultural and historic ties. The structures are a link to the cultural, business, and social traditions of the past. The urban design focus group, consisting of key community leaders and experts, offer these guidelines as policy statements that intend to:

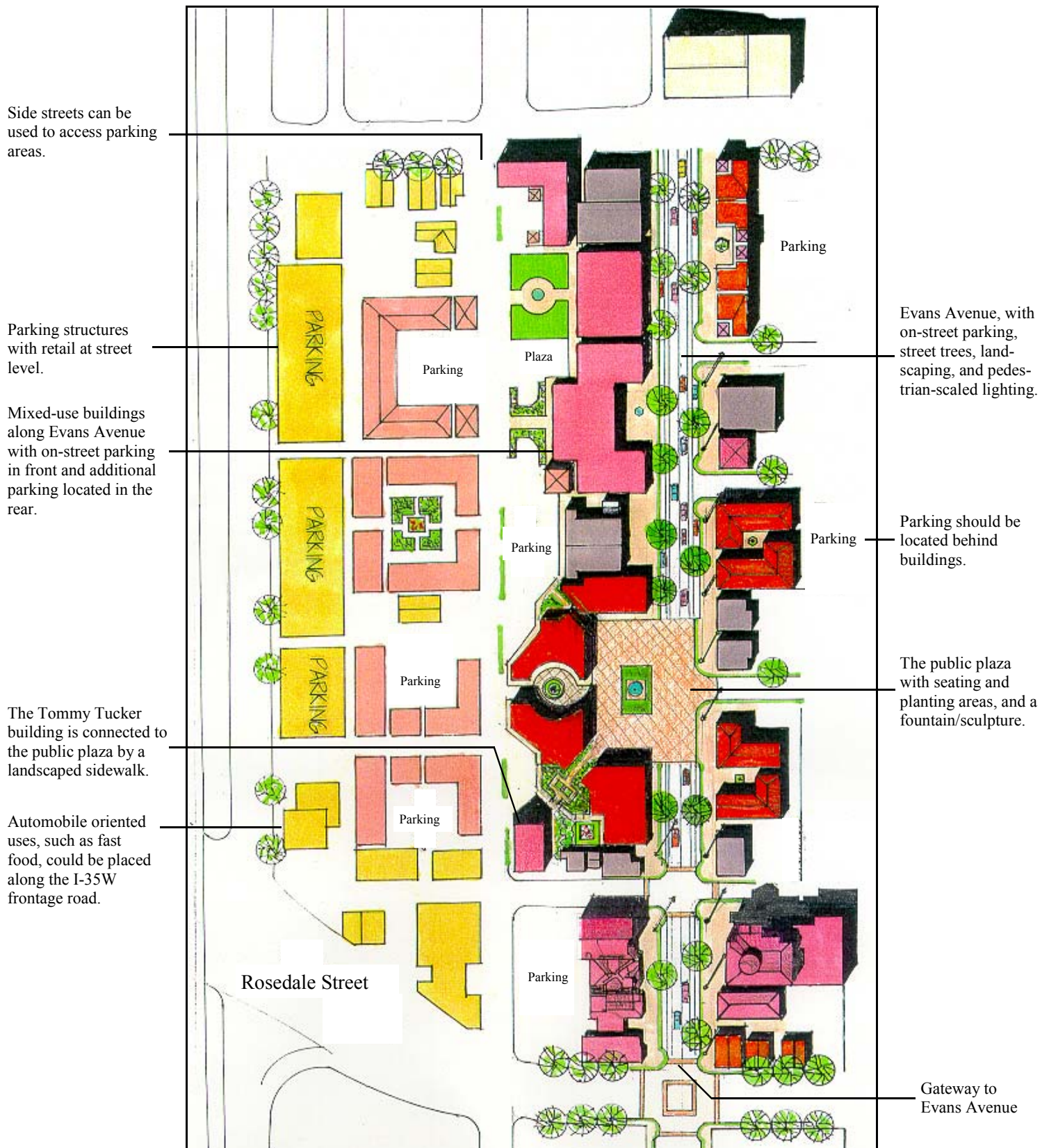
- ❑ Preserve historically significant buildings;
- ❑ Improve the appearance and use of the area's buildings by respecting the original architecture;
- ❑ Encourage construction of new structures that are compatible with the architecture and scale of the surrounding historic buildings;
- ❑ Recommend design elements to improve the streetscape;
- ❑ Create enjoyable and functional public spaces; and
- ❑ Create a unique image for the District that is nationally recognized.

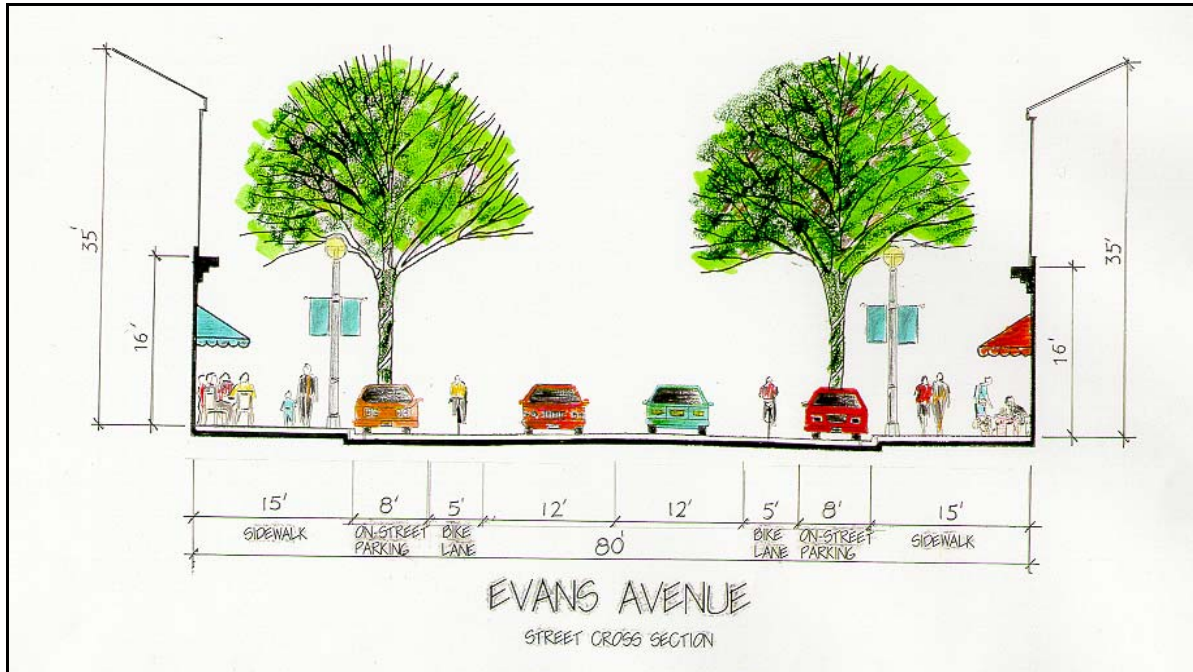
The guidelines do not dictate any specific design approach or style. They simply help the property owner, business owner, designer or developer understand what is unique to the district.

Concept Plan for Evans & Rosedale

The concept plan for the District reflects building intensities, orientation, and massing that would promote an active commercial center, support public transit, and define public spaces. An emphasis to details such as building setbacks, facades, and entries is important in creating a pedestrian scaled environment, which also supports mixed-use development.

Potential Concept Plan for the Evans & Rosedale Business and Cultural District





Slow moving traffic and a comfortable pedestrian environment along Evans Avenue will encourage walking for shopping trips and create an active street.

Urban Design Elements

The urban environment of the District will support a livable, walkable, mixed-use urban center that celebrates the area's African-American heritage.

Streetscape. A new streetscape should be designed for Evans Avenue and adjacent streets, to accommodate pedestrian, bicycle, and vehicular traffic, including public transit. It will be a diverse activity center, rather than used singularly for automobiles. With two travel lanes and on-street parking, traffic speeds will reduce and a comfortable pedestrian environment will encourage walking to retail and civic uses, thereby creating an active "Main Street."

Design elements selected to enhance the streets in the District should be pedestrian-scaled and configured to support a walking environment. These include street trees and landscaping, benches, trash receptacles, street lamps, and signs along wide sidewalks with limited curb cuts. The urban design focus

group recommended the following elements to build a pedestrian-friendly urban center:

- **Street trees and landscaping.** Select street trees to give the area a unified and distinct image and provide shade.



Trees and other landscaping along the sidewalk can provide shade and visual enhancement of the streets in the District.

The species should be hardy and able to tolerate the urban environment. Trees should be installed between the street and sidewalk. Street trees and other shrub and flower plantings will improve the visual beauty of the streets and areas surrounding the anchor uses. The varieties of plants that are selected should be native to Texas and have historical significance to the area. A watering and maintenance schedule should also be developed.



Street furniture, including comfortable benches and trash receptacles, should be incorporated throughout the District.

- ❑ **Street furniture.** Incorporate benches throughout Evans & Rosedale for pedestrian comfort. Styles selected should complement other elements, like streetlights, signs, and trash receptacles. Benches should be placed around the public space, near shopping, civic uses, and transit stops. Additionally, placing seating areas away from activity in a setting such as a courtyard, provides a quiet alternative for relaxing. Install trash receptacles along the street and around the public space. These will be the places of the most concentrated pedestrian activity, and having trash receptacles available will help keep the area clean.

- ❑ **Streetlights.** Install streetlights that illuminate the street at a pedestrian level. Pedestrian lighting may also accommodate seasonal or event banners. This creates a visual enhancement along the street and helps to ensure pedestrian safety.



Lighting should be adequate for security, but not obtrusive or glaring. It should be pedestrian scaled and create ambiance for the street.



Seasonal/event banners can be added to light poles for announcements and decoration.

- ❑ **Sidewalks.** Encourage the construction of wide sidewalks that will encourage the concentration of pedestrian activity. It also accommodates outdoor seating. Comfortable sidewalks reinforce pedestrian environments. When there is room to stroll among sidewalk cafés, to observe seasonal plantings, and window-shop, there will be increased interest in the street.

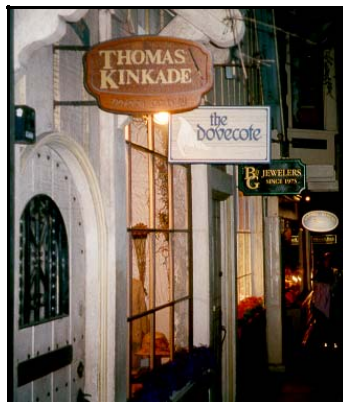


Sidewalks along Evans Avenue should be at least 12 feet wide. This provides space for landscaping, benches and for people to gather.

- ❑ **Signage.** Incorporate a District logo in street signs to identify and designate the boundaries of the area. Additionally, sign toppers should be placed on top of existing street signs. Signs that identify businesses, restaurants, churches, and community buildings can be designed with a theme reflecting the character of the District. Size, placement, style, and specifications for signs should be considered to provide continuity.

Building Configuration and Design

Signage on building façades should be consistent with other signage and building designs, and could reflect the heritage theme.



New construction guidelines will recommend appropriate density, spacing, and height of buildings. Single- and two-story buildings fit the character of the neighborhood and should orient to Evans Avenue and plazas. Anchor uses and corner buildings might be appropriate in more prominent buildings that orient to East Rosedale Street. Some streets may be closed to facilitate the best building configuration and to encourage mixed-use development. To promote foot traffic to businesses, services, and events throughout Evans & Rosedale, the relationship between building configurations and the street must be convenient and comfortable for pedestrians.

Along Evans Avenue, building setbacks should be minimized. Placing buildings close to the sidewalk creates a comfortable pedestrian environment. Additionally, building façades with colorful awnings and entries with porches can attract and welcome visitors.

- ❑ **Mixed Use:** Encourage the development of upper floor residential and/or